

# Female Philanthropy

APRA and ADRP Joint Webinar

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# What we will cover...

- Trends in Women's Wealth and Philanthropy
- Researching and Promoting Wealthy Female Prospects
- Building an Organizational Culture
- Women's Engagement Programs

# Trends in Wealth

Single as she ages

More conservative investor

38% earn more than husband

CFO in 90% of households

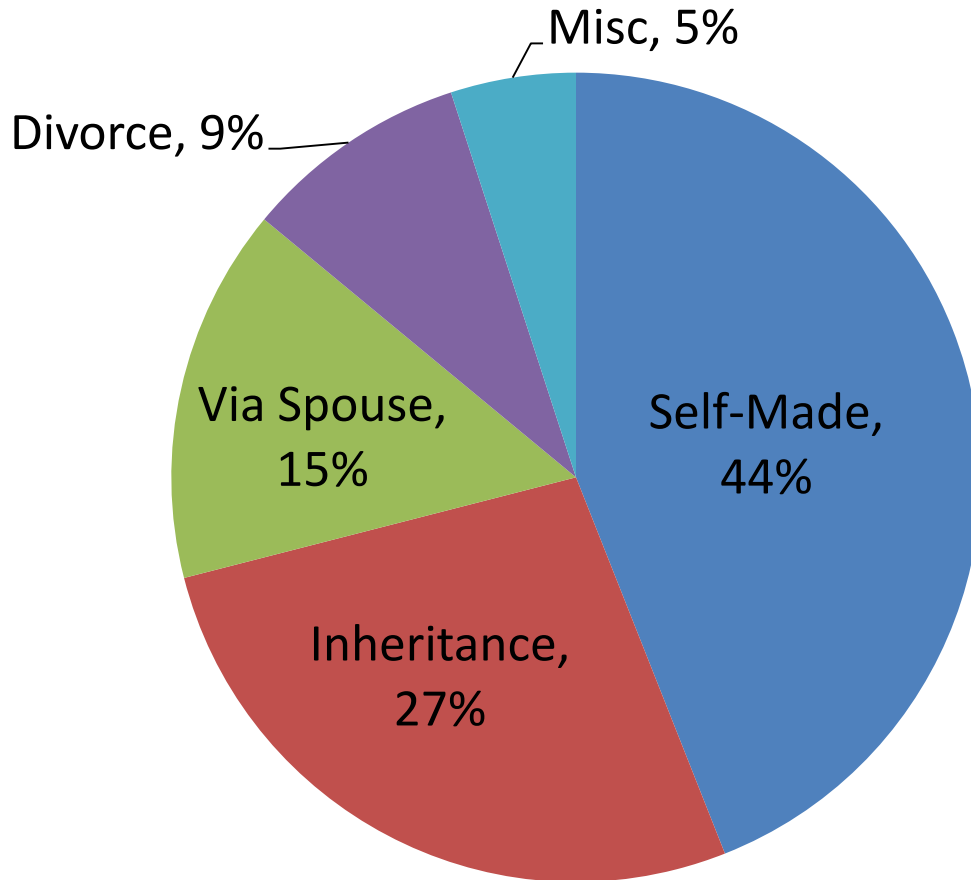
May live to be 90, 95, 100, 100+

Likely to outlive spouse

May inherit twice – from parents and from spouse



# Boston Consulting Group Global Wealth Report 2016



Sources of Wealth  
of Women with  
Private Net Worth  
of \$100,000+

# Trends in Philanthropy

Spread gifts across causes, organizations, and demographics

Give based on personal experiences not "credit" received

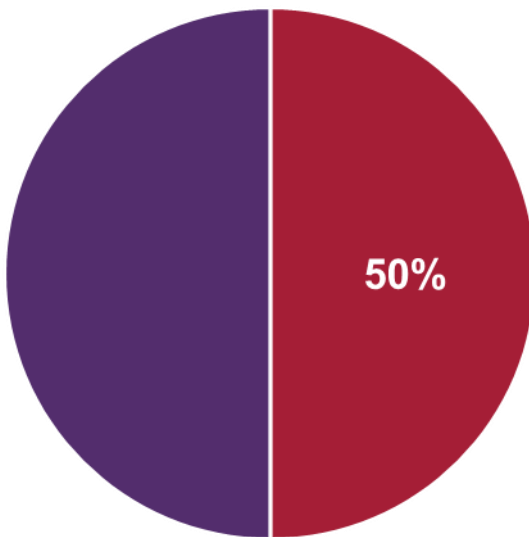
Volunteer but not necessarily leadership roles

Like to give collaboratively with other women

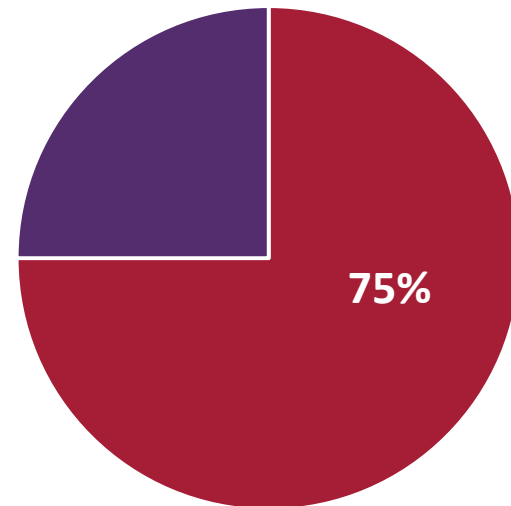



# Household Decision-Making by Income Level

High net worth households



General population households



 Joint decision making

 All other types of decision making combined

# Women Inspire

- Iris Nowell, *Women Who Give Away Millions: Portraits of Canadian Philanthropists* (1996)
- Time, Treasure, Talent: Canadian Women and Philanthropy (TD Waterhouse; 2014)
- Judith Jardine's generous legacy

# Researching Female Donors

- Include her in most if not all searches. Research her first.
  - Where is she giving, volunteering on her own?
- Variations on salutation and name
  - Miss, Ms, Mrs?
  - Maiden name -> His family name -> or Blended
- Her education institutions
- Her personal connections (not just professional)
- Draw from genealogy – [familysearch.org](http://familysearch.org)
- Top lists of influence, power ... not top paid
- Board ready women – Catalyst, Institute of Corporate Directors



# Building Relationships With Women

*WE NEED HER DATA!*

- Is she on record?
- Should *she* be the head of household in your database based on gift history and interactions?
- Segment prospect portfolios by gender
  - How many women are you planning to ask?
  - Do you know the decision-making dynamics?
  - HNW Boomer women require major gift strategies
- Approach a loyal annual donor about planned giving in her forties
- Approach diverse donors differently
  - Blackbaud's Diversity in Giving: The Changing Landscape of American Philanthropy; February 2015

# How to Advocate for Women

- Tell her stories.
- Intentionally search. Deliberately identify.
- We need more women on our boards, advisory committees and executive levels!
- Find your female fundraisers and collaborate at the 'grassroots' level.
- Just ask her! Volunteer first. Give later.

# A Picture is Worth a Thousand Words

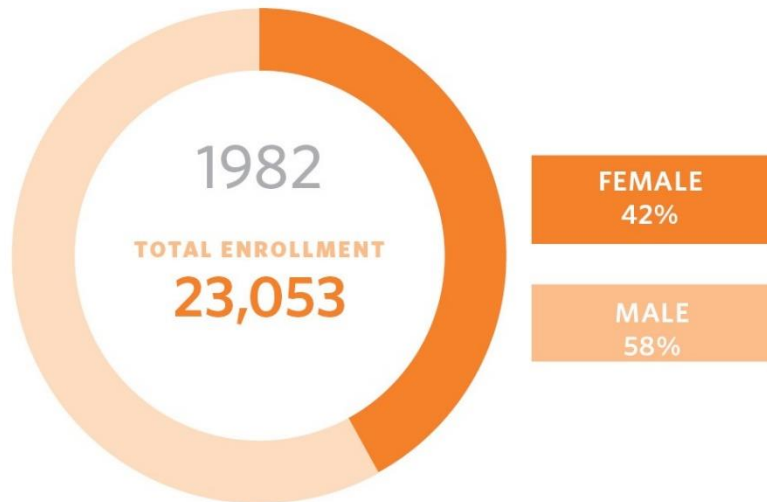
## Founding Governors, 1961



## Trustees, 1974



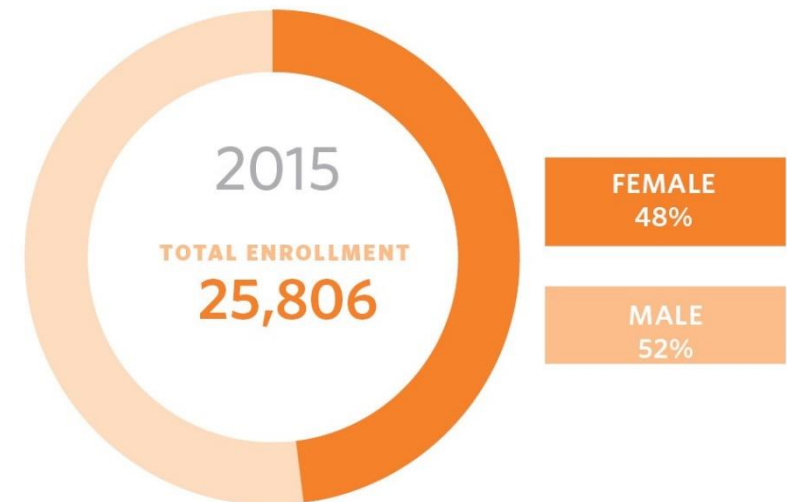
## Trustees, 1982



## Trustees, 2007



## Trustees, 2015



# Audience Poll

Do you have a women's engagement program at your institution? (yes/no)



# Building an Organizational Culture

- Does gender matter when engaging women and men?
- Are your donor strategies tailored to include women and families?
- Do you meet with both husband/wife/partner when seeking gifts from couples?
- Do you believe women are credible sources and make transformational gifts?

# Building an Organizational Culture

- High commitment to launch a program
- Committed women volunteers
- Clear mission, purpose, strategy and goals
- Benchmarks for women's giving and leadership
- Business plan and budget

# Women's Engagement Programs

- Program Model Types:
  - Alumni Affinity
  - Major Gift Fundraising/Development
  - Leadership and Mentoring
  - Combination and Other



# Alumni Affinity Model

Join Now!



BAYLOR WOMEN'S NETWORK

# Baylor University's Women's Council

- Networks in:
  - Amarillo-Panhandle
  - Dallas
  - Lubbock
  - Tarrant County
  - Washington, D.C.
  - Austin
  - Houston
  - San Antonio
  - Tyler

# Baylor University's Women's Council - Dallas

- Founded in 1987
- *“The purpose of the Baylor University Women’s Council of Dallas is to support Baylor University by promoting fellowship among Baylor-related women in the Dallas area and by assisting Baylor through gifts to the school and through scholarship grants to Baylor students from the Dallas area.”*
- Approximately 500 current members
- 15+ events annually
- The Barnabas Circle & the Anita and Dale Jones Endowed Scholarship

# Major Gift Model



# Women are STRONGER in their giving TOGETHER



# Women for OSU

- Our purpose: *“Women for OSU is a mechanism to channel passions and strengthen women’s connections to the university through their relationship with Women for OSU.”*
- WOSU Council
- Partners Program
- WOSU Symposium
- Philanthropist of the Year
- Scholarships
- Regional Events



# Women for OSU

- Resources and Budget
- Campus Partners



# Women's Engagement Programs

- What model fits your institutional culture?
- Begin with the end in mind



# Questions?

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